

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

And:

Smart Media Group LLC
814 King Street
Suite 400
Alexandria, VA 22314

<u>Contract / Revision</u> 582262 /		<u>Alt Order #</u> 09838783
<u>Product</u> ECFI		
<u>Contract Dates</u> 10/11/12 - 10/17/12		<u>Estimate #</u> C11C17
<u>Advertiser</u> Emergency Committee For Israel		<u>Original Date / Revision</u> 10/10/12 / 10/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 188.60
<u>IDB#</u> 1046	<u>Advertiser Code</u> ECFI	<u>Product Code</u> ORDR
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	6	10/11/12	10/11/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$400.00	2.50			
N 2	6	10/12/12	10/12/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$400.00	2.50			
N 3	6	10/15/12	10/15/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$450.00	2.80			
N 4	6	10/17/12	10/17/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$450.00	2.80			
N 5	6	10/11/12	10/11/12	M-F 530a-6a	530a-6a		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$900.00	3.10			
N 6	6	10/12/12	10/12/12	M-F 530a-6a	530a-6a		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$900.00	3.10			
N 7	6	10/15/12	10/15/12	M-F 530a-6a	530a-6a		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$1,000.00	3.10			
N 8	6	10/17/12	10/17/12	M-F 530a-6a	530a-6a		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$1,000.00	3.10			
N 9	6	10/11/12	10/11/12	M-F 6a-7a	6a-7a		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$2,000.00	4.00			
N 10	6	10/12/12	10/12/12	M-F 6a-7a	6a-7a		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$2,000.00	4.00			
N 11	6	10/15/12	10/15/12	M-F 6a-7a	6a-7a		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$2,000.00	4.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
582262 /	09838783

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/11/12 - 10/17/12	ECFI	C11C17

<u>Advertiser</u>	<u>Original Date / Revision</u>
Emergency Committee For	10/10/12 / 10/12/12

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N 17	6	10/16/12	10/16/12	M-F 6p-630p	6p-630p		:30				NM	1	\$1,200.00																																																																																																																														
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Week: 10/15/12	10/21/12	--W----	1	\$1,200.00	3.30																																																																																																																																						
N 19	6	10/11/12	10/11/12	M-F 9-930p	9p-930p		:30				NM	3	\$2,167.50																																																																																																																														
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Week: 10/08/12	10/14/12	---T---	1	\$2,150.00	6.90																																																																																																																																						
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Week: 10/15/12	10/21/12	--W----	1	\$2,150.00	6.90																																																																																																																																						
N 22	6	10/17/12	10/17/12	X Factor Wednesday	7p-9p		:30				NM	2	\$5,300.00																																																																																																																														
<table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th><th><u>Rating</u></th><th colspan="8"></th></tr><tr><td>Week: 10/15/12</td><td>10/21/12</td><td>--W----</td><td>2</td><td>\$2,650.00</td><td>14.70</td><td colspan="8"></td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week: 10/15/12	10/21/12	--W----	2	\$2,650.00	14.70																																																																																																										
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																																																																																																																						
Week: 10/15/12	10/21/12	--W----	2	\$2,650.00	14.70																																																																																																																																						
D 23	6	10/15/12	10/15/12	M-F 5a-530a	5a-530a		:30				NM	0	\$0.00																																																																																																																														
D 24	6	10/14/12	10/14/12	Su 7a-8a	7a-8a		:30				NM	0	\$0.00																																																																																																																														
D 25	6	10/16/12	10/16/12	M-F 430-5a	430-5a		:30				NM	0	\$0.00																																																																																																																														
N 26	6	10/15/12	10/16/12	M-F 9-930p	9p-930p		:30				NM	2	\$2,150.00																																																																																																																														
<table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th><th><u>Rating</u></th><th colspan="8"></th></tr><tr><td>Week: 10/15/12</td><td>10/21/12</td><td>MT-----</td><td>1</td><td>\$2,150.00</td><td>6.90</td><td colspan="8" rowspan="2"></td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week: 10/15/12	10/21/12	MT-----	1	\$2,150.00	6.90																																																																																																										
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																																																																																																																						
Week: 10/15/12	10/21/12	MT-----	1	\$2,150.00	6.90																																																																																																																																						
<table><tr><th><u>Spot</u></th><th><u>Ch</u></th><th><u>Date Range</u></th><th><u>Description</u></th><th><u>Start/End Time</u></th><th><u>Weekdays</u></th><th><u>Length</u></th><th><u>Rate</u></th><th><u>Rtg</u></th><th><u>Type</u></th><th colspan="4"></th></tr><tr><td>2</td><td>6</td><td>10/15/12-10/15/12</td><td>FOX MLB Rainout prime</td><td>630p-9p</td><td>M-----</td><td>:30</td><td>\$0.00</td><td>0.00</td><td>NM</td><td colspan="4" rowspan="2"></td></tr><tr><td colspan="14">Ⓢ Bonus</td></tr></table>														<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					2	6	10/15/12-10/15/12	FOX MLB Rainout prime	630p-9p	M-----	:30	\$0.00	0.00	NM					Ⓢ Bonus																																																																																																	
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>																																																																																																																																		
2	6	10/15/12-10/15/12	FOX MLB Rainout prime	630p-9p	M-----	:30	\$0.00	0.00	NM																																																																																																																																		
Ⓢ Bonus																																																																																																																																											
N 27	6	10/13/12	10/13/12	College Football on FOX	various		:30				NM	1	\$1,250.00																																																																																																																														
<table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th><th><u>Rating</u></th><th colspan="8"></th></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																																																																																																								
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(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision	Alt Order #
582262 /	09838783

Contract Dates	Product	Estimate #
10/11/12 - 10/17/12	ECFI	C11C17

Advertiser	Original Date / Revision
Emergency Committee For	10/10/12 / 10/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$1,250.00 5.00													
N 28	6	10/13/12	10/13/12	College Football on FOX	various		:30				NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$1,800.00 5.00													
N 29	6	10/13/12	10/13/12	Sa 930p-10p	930p-10p		:30				NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$1,600.00 3.50													
N 30	6	10/13/12	10/13/12	Sa 10p-1035p	10p-1035p		:30				NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$1,600.00 4.50													
N 31	6	10/14/12	10/14/12	Su 8a-9a	8a-9a		:30				NM	1	\$467.50
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$467.50 2.50													
N 32	6	10/14/12	10/14/12	NFL on FOX 12p	12p-CC		:30				NM	1	\$5,625.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$5,625.00 20.00													
N 33	6	10/14/12	10/14/12	NFL on FOX 3p	3p-CC		:30				NM	1	\$5,625.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$5,625.00 20.00													
N 34	6	10/14/12	10/14/12	Fox 6 Blitz	1035p-1105p		:30				NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$1,000.00 5.50													
N 35	6	10/15/12	10/15/12	MLB Championship Series	Various		:30				NM	3	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$3,500.00 6.50													
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	6	10/15/12-10/15/12	FOX MLB Rainout prime	630p-9p	M-----	:30		\$0.00	0.00	NM		
	Ⓟ Bonus												
	3	6	10/15/12-10/15/12	FOX MLB Rainout prime	630p-9p	M-----	:30		\$0.00	0.00	NM		
	Ⓟ Bonus												
N 36	6	10/17/12	10/17/12	MLB Championship Series	Various		:30				NM	1	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --W---- 1 \$3,500.00 6.50													
Totals										188.60		38	\$59,235.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/17/12	38	\$59,235.00	\$50,349.75
Totals	38	\$59,235.00	\$50,349.75

Signature: _____ Date: _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
------------------------------	--------------

I, Smart Media Group
do hereby request station time concerning the following issue:

Emergency Committee for Israel

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Emergency Committee for Israel

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p style="text-align: center;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p>	
---	--

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Emergency Committee for Israel

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/8/12 RLW: 703-518-4747
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

Smart Media Group, LLC
814 King Street, Suite 400
Alexandria, VA 22314
703-518-4747

BRANCH BANK AND TRUST COMPANY
ALEXANDRIA, VA 22314
1-800-BANK BBT
68-531/560

54255

10/12/2012

PAY TO THE ORDER OF WITI-TV

Twenty-Four Thousand and Nine Hundred Thirteen and 50/100

\$ **24,913.50

DOLLARS

9001 N Green Bay Rd
Milwaukee
WI
53209-1204

ECFI C11C17 add

⑈05⑆255⑈ ⑈0560053⑆8⑈000523955⑆0⑆8⑈

20700

Smart Media Group, LLC

WITI-TV

Date Type Reference
10/12/2012 Bill ECFI C11C17 add

Original Amt.
24,913.50

Balance Due
24,913.50

Check Amount

Payment
24,913.50

54255

582262

BB&T - Checking (40) ECFI C11C17 add

Smart Media Group, LLC

WITI-TV

Date Type Reference
10/12/2012 Bill ECFI C11C17 add

Original Amt.
24,913.50

Balance Due
24,913.50

Check Amount

Payment
24,913.50

54255

BB&T - Checking (40) ECFI C11C17 add

24,913.50